Supplement file →

TODAY IS SUNDAY

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	Circ. (000)		Circ. (000)
BALTIMORE HERALD AMERICAN	256.	PHILADELPHIA BULLETIN	643.
CHICAGO SUN TIMES	694.*	WASHINGTON STAR	337.

*PLUS BONUS

RATES	CIRC.	PAGE	1/2 PAGE
TODAY IS SUNDAY	1,930,000	$32,810	$19,300
CPM		17	10

SPECIAL RATES

1. No premium for 4/C or standard colors
2. Gutter Bleed - No Charge

AGENCY COMMISSION AND CASH DISCOUNT

15% to recognized agencies; 2% 10 days from invoice date. Net 30.

MECHANICAL REQUIREMENTS

1. Negatives should measure:
   Page: 122 picas tall x 76 picas wide
   1/2 Page (Magazine page) 75 picas tall x 61 picas wide
   Double Truck: 122 Picas Tall x 158 Picas Wide.
2. Litho film negatives recommended for best reproduction
3. All negatives must be right-reading emulsion side down. 110 screen maximum. Paper: 45 lb. White Sulfate.
4. Bleed acceptable in inside gutter-fold only.

ISSUANCE AND CLOSING DATES 1978

(Listed through 9/17, as frequency is expected to increase after that)

ISSUES		CLOSING DATE FOR ORDERS	CLOSING DATE FOR MATERIALS**
April	9	3/17	3/23
May	7	4/14	4/20
June	4	5/12	5/18
July	16	6/23	6/29
August	13	7/21	7/27
September	17	8/25	8/31

**At Mid-America Printing Co. - St. Louis, Missouri

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